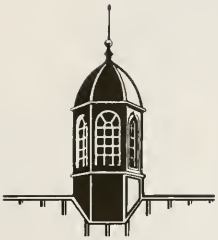
WESLEYAN MBA

Master of Business Administration

WEST VIRGINIA WESLEYAN COLLEGE



WESLEYAN MBA

WEST VIRGINIA
WESLEYAN COLLEGE
Buckhannon, WV 26201
Phone (304) 473-8MBA
Fax (304) 473-8479

NOTICE OF NONDISCRIMINATION/AFFIRMATIVE ACTION

West Virginia Wesleyan College, a private educational institution, is committed to the principle of equal opportunity for all qualified persons, welcomes students of all backgrounds and takes pride in the diversity of its faculty and staff. It assures students access to all the privileges, programs and activities generally accorded or made available at the College. West Virginia Wesleyan College strongly supports affirmative action principles and does not discriminate on the basis of creed, religion, national or ethnic origin, age, race, color, gender or handicap in the administration of its educational programs, admissions policies, financial aid programs, athletics, co-curricular activities or other College administered programs.

LYNCH-RAINE ADMINISTRATION BUILDING

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"West Virginia Wesleyan College strives to provide its students with a superb educational experience, combined with an emphasis on both their individual intellectual accomplishments and their personal growth."

William R. Haden
President of the College

THE WESLEYAN MBA MISSION

"The Wesleyan MBA develops organizational leaders who are exceptionally competent in the functional areas, well-versed in current business technology and management decision analysis, globally informed, and ethically grounded by offering a flexible program that balances theory with application and is progressively designed for the people of Central West Virginia."

"Many people have a particular drive to learn more about the how and why of things—to gain the knowledge and skills that allow professional achievement at its highest level. This may be what brings you to Wesleyan's MBA Program. It won't be easy. Nothing worthwhile is easy. But with the mentorship of our outstanding faculty, you will be taking that satisfying step toward new opportunities and contributions.

Dr. Richard G. Weeks, Jr.
V.P. for Academic Affairs and Dean of the College

Dr. Thomas Cline
Director, MBA Program

The MBA degree has been described as the ultimate business credential, a passport to the ranks of upper management. Yet, market globalization, advances in technology, an emphasis on customer satisfaction, a multicultural workplace, and more rigorous standards of ethical behavior require managers—at all levels—to operate in an increasingly complex business environment. To meet this need, the Wesleyan MBA offers an integrative, general management curriculum that prepares managers to think and lead at all levels of an organization. At its core, our broad-based curriculum strives to create organizational leaders with multiple skills, people who can analyze business problems from a variety of perspectives and exercise ethical judgments when finding solutions. Clearly, Wesleyan MBAs are well-trained in the functional areas of business: accounting, finance, management, and marketing. Still, it is the intersection of the functional areas that holds the answers to most business dilemmas. Thus, the Wesleyan MBA emphasizes cross-functional training and recognizes that the basic tools available to managers proceed from the behavioral sciences, economics, and quantitative analysis. The Wesleyan MBA also acknowledges that business education should be dynamic and continually evolving. Accordingly, our objectives are:

Beverly Davis
MBA Marketing Coordinator

- to offer a program with a rich philosophy about judgment, analysis, and action, via a healthy mix of theory and practice;
- to provide a unified and innovative core curriculum that offers focus and continuity for the Program;
- to motivate outstanding, student-centered teaching that results from faculty who are current in their fields and committed to developing students as ethical decision-makers; and
- to offer a program that balances both technical and substantive issues in management.

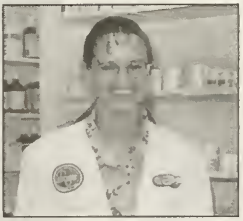
The Wesleyan MBA is specifically designed for working residents of Central West Virginia. The Program is flexible, offering each core course three times during a two-year cycle. Classes are taught during the evenings to accommodate working professionals, who design their own schedules and paces of study. In addition, the Program is particularly friendly to students with non-business backgrounds.

Our MBA faculty are characterized by engagement with issues of management practice, business-relevant research, mutually strengthening relationships with organizations, and a commitment to teaching. A majority of our faculty are full-time professors. One-hundred percent of our core MBA faculty are either doctorally or professionally qualified and have published or are currently working on manuscripts. Our faculty use a variety of pedagogies, including the case method, simulations, applied research, team-oriented projects, and seminars.

For more than a decade, the Wesleyan MBA has provided professionals in Central West Virginia with the opportunity to prepare for positions of leadership in a dynamic and complex business environment. As a result, our Program's graduates have demonstrated their intellect and achievement in myriad fields throughout the region. They have emerged as some of the most successful managers in accounting, engineering, banking, and healthcare. The Wesleyan MBA stands ready to offer you a superb business education. We invite you to become a part of our success.

"My educational background was science-oriented and focused on clinical skills. Because healthcare is a dynamic industry, my MBA is making me more well rounded. The challenges of the Program have not only increased my knowledge of business, but have broadened my appreciation of other perspectives through the Program's diverse student enrollment. That diversity has contributed greatly to my academic success in the Program."

Julie Rumbach
Pharmacist
Kroger Company



Admission Requirements

All applicants are required to hold a bachelor's degree from an accredited college or university. Applicants should complete the Application Form and return it to the Director along with

1. a current vita showing relevant work experience;
2. a non-refundable application fee of $25. *Checks should be made payable to "Wesleyan MBA";*
3. two letters of recommendation (one from an employer and one from a professor);
4. official transcripts of all undergraduate and graduate work;
5. official report of the Graduate Management Admission Test (GMAT); and
6. if you are an international student, an official report of the Test of English as a Foreign Language (TOEFL).

On the basis of the above materials, the MBA Admission Committee will make a recommendation to the MBA Director. The MBA Director will act on the basis of the Committee's recommendation and notify each applicant in writing of the admission decision.

For Program inquiries, contact:
MBA Program Director
Box 121
West Virginia Wesleyan College
Buckhannon, WV 26201
phone: (304) 473-8MBA
fax: (304) 473-8479

"For a working professional, the Wesleyan MBA evening course curriculum is ideal. Small classes enhance class interaction and learning. The diversity of the Program's student body provides multiple perspectives to learning. The elective courses, which permit students to satisfy special academic interests, are especially appealing."

Doug M. Coffman
United Hospital Center
V.P. of Finance

UNDERGRADUATE FOUNDATION COURSES

Wesleyan's MBA Program is designed for students committed to a career in business, regardless of their undergraduate major. However, students are required to have a basic knowledge of business. The undergraduate prerequisite courses, *which must be completed prior to entering the Program,* are:

Foundation course	*Semester hours*
Financial Accounting	3
Microeconomics	3
Statistics and Computers	3
Total Hours	9

- The MBA Admission Committee will review each applicant's undergraduate and graduate transcripts and inform the student by letter if foundation course requirements have been met by equivalent courses which the student has already taken. In addition, a foundation course may be waived by examination. There is a non-refundable fee charged for each examination taken.

  If prerequisite courses are more than five years old, students must complete the two-credit MBA Foundations course (BUS 500), which is team-taught by the business and economics faculty. The course will be offered, tentatively, once a semester; it will not count toward graduation. (See course description on page 10.)

- Conditions for waiver include, but are not limited to the following:
  (1) Financial Accounting: successful completion of a principles of accounting course.
  (2) Economics: successful completion of a principles of microeconomics course.
  (3) Statistics and Computers: successful completion of a computer-based statistics course.

Academic Policies

Course Substitutions

First-level (500-level) functional core or support area courses may be waived and replaced with electives upon successful examination. An exam score of 80% is required for a waiver (no academic credit is recorded); each exam may be taken only once. There is a non-refundable fee charged for each examination taken.

Transfer Credits

Students are permitted to transfer from other graduate schools twelve (12) semester hours of appropriate graduate credit, subject to the approval of the Program Director and provided grades earned are B or better. The courses must have been completed within five years prior to admission to the Program. Any request for transfer of credits must include an official transcript and a copy of the official catalog course descriptions.

Time Limits

Students must complete all MBA course requirements within *seven years* from the date of enrollment in the first Wesleyan MBA course.

MBA CURRICULUM

Course Number	*Review Course*	*Semester Hours*
BUS 500	MBA Foundations	(2)[1]

Course Number	*Required Functional Core Courses*		*Semester Hours*
BUS 510	Accounting I:	Financial Accounting	3
BUS 610	Accounting II:	Management Accounting[P]	3
BUS 520	Finance I:	Fundamentals of Finance	3
BUS 620	Finance II:	Financial Management and Policy[P]	3
BUS 530	Management I:	Management Theory and Leadership	3
BUS 630	Management II:	Organizational Behavior	3
BUS 540	Marketing I:	Marketing Management	3
BUS 640	Marketing II:	Marketing Research[P]	3
TOTAL REQUIRED FUNCTIONAL HOURS			24

Course Number	*Required Support Area Courses*	*Semester Hours*
BUS 550	Quantitative Methods for Management	3
BUS 560	Managerial Economics	3
BUS 570	Applied Ethics for Management	3
TOTAL REQUIRED SUPPORT HOURS		9

Course Number	*Required Elective Courses (select two courses)*	*Semester Hours*
BUS 580-589	Special Topics	
BUS 680-689	Special Topics	
BUS 590-599	Independent Studies	
BUS 690-699	Independent Studies	
TOTAL ELECTIVE HOURS		6

Course Number	*Required Capstone Course*	*Semester Hours*
BUS 700	Business Policy[P]	3
TOTAL MBA HOURS		42

The Program is designed for maximum flexibility and includes a three-stage sequence of courses:

(1) Students may begin with either (a) first-level functional courses, (b) 500-level electives, or (c) support area courses.
(2) Students follow with (a) second-level functional courses and (b) 600-level electives.
(3) Students complete the program with the capstone course, Business Policy.

We recommend that students take Applied Ethics for Management during their last session, so that moral dilemmas and frameworks for ethical decisions can be addressed in functional contexts. We recommend that students take Quantitative Methods for Management and Managerial Economics during their first or second session. The second-level core courses draw heavily on statistical analysis and basic, applied mathematics.

[P] Required prerequisite(s)

[1] If prerequisite courses are more than 5 years old, students must complete the MBA Foundations course. See Undergraduate Foundation Courses on previous page.

BUS 500 MBA Foundations (2 hours)

This course introduces essential concepts and applications used in business, economics, and statistics. In addition, it provides an overview of specific functional areas such as accounting, finance, management, and marketing. The overriding objective is to prepare students for the required MBA courses by reviewing fundamental vocabulary and tools. Does not count toward graduation. PASS/FAIL grading.

BUS 510 Accounting I: Financial Accounting 3 hours

This course introduces the rationale for, and implications of, fundamental accounting concepts and accounting procedures so that students can interpret, analyze, and evaluate financial statements. The importance of financial statements in the managerial decision-making process is emphasized.
No MBA Prerequisites

BUS 520 Finance I: Fundamentals of Finance 3 hours

This course introduces the concepts of time value of money and its effect upon financial decisions. It also addresses the idea of risk-return trade-offs, essentials of capital budgeting, identification and estimation of relevant cash flows, and evaluation of alternatives on a comparable basis.
No MBA Prerequisites

BUS 530 Management I: Management Theory and Leadership 3 hours

This course introduces the fundamental concepts and practices of management and leadership. It covers the core functions: planning, organizing, leading, and controlling. Topics include strategic decision-making, models of leadership, process design and control, total quality management, organizational design and structure, and project management.
No MBA Prerequisites

BUS 540 **Marketing I: Marketing Management** 3 hours

This course emphasizes the decisions that marketing managers face in their efforts to bring together the objectives and resources of their organizations with the needs and opportunities in the marketplace. The strategies, tactics, and administrative issues surrounding marketing decisions are addressed by integrating the four functional areas of business in a market-driven simulation. In addition, the theoretical foundations of marketing management are explored.
No MBA Prerequisites

BUS 550 **Quantitative Methods for Management** 3 hours

This course is an introduction to statistical methods as they apply to business and economics. Emphasis is placed on using computer tools to analyze data and the preparation of written reports as a result of the analyses. The course is designed to assist the MBA student in learning to better understand the nature of decision-making using standard statistical tools. Problem solving and class discussion are the primary techniques of instruction, with one additional directed assignment using computer-based research tools to conduct statistical analyses.
No MBA Prerequisites

BUS 560 **Managerial Economics** 3 hours

This course applies microeconomic concepts and decision science to managerial problems. Topics include the theory of consumer behavior, the theory of the firm, the theory of market structures and pricing, game theory, linear programming, input-output analysis, statistical estimation, forecasting, and capital budgeting.
No MBA Prerequisites; BUS 550 is recommended.

BUS 570 Applied Ethics for Management 3 hours

This course is a study of ethical decision-making in a business context. Topics include ethics and a free-market ideology, the competitive advantage of ethics-based thinking, uncovering organizational ground rules, breaking the gridlock of competing interests, frameworks for ethical decision-making, conflicts between businesses and publics, and the relationship between business culture and business ethics. Case studies and presentations are the primary learning tools.

No MBA Prerequisites

BUS 580-589 Special Topics 3 hours

This is a course or seminar on a selected topic within the discipline that is not otherwise represented in the curriculum.

BUS 590-599 Independent Studies 3 hours

Each students is permitted to take a maximum of six graduate hours of directed studies. These courses are jointly designed and developed by the student and a sponsoring faculty member to satisfy the student's need for individual applied research topics.

BUS 610 Accounting II: Management Accounting 3 hours

This course is a study of special topics in cost accounting: budgeting, profit plan control, tax planning, inventory control, and decision models. Cash forecasting, modeling the financial requirements of the firm, and analyzing the financial statements for investment decisions are also covered.

Prerequisites: BUS 510

BUS 620 Finance II: Financial Management and Policy 3 hours

This course advances the theoretical constructs of corporate financial decision-making. It covers the important decisions that financial managers face as they balance such issues as capital budgeting, cost of capital, dividend policy, long-term financing and mergers, and working capital management.

Prerequisites: BUS 520

BUS 630 **Management II: Organizational Behavior** 3 hours

This course covers the "people" side of management. Emphasis is on understanding why people behave the way they do in organizations. For this purpose, the course examines variables at the individual, group, and organizational levels. Topics include: individual differences, perception, values and attitudes, motivation, group dynamics, teamwork, communication, leadership, power and politics, conflict management, organizational design and structure, job design, organizational culture, and organizational change.
No MBA Prerequisites

BUS 640 **Marketing II: Marketing Research** 3 hours

This course examines the role of marketing research in business decision-making. It addresses both substantive and technical aspects of marketing research: problem definition, data collection, data analysis, and interpreting and communicating research findings. The theory driving the design of this course maintains that one must carry out research in a field setting to fully understand the processes involved in designing relevant, timely, and accurate research studies. Thus, a further objective of the course is to provide experience in applying research concepts and methods to current business problems.
MBA Prerequisites: BUS 550

BUS 680-689 **Special Topics** 3 hours

BUS 690-699 **Independent Studies** 3 hours

BUS 700 **Business Policy** 3 hours

This capstone MBA course is designed to integrate the functional areas of business: accounting, finance, management, and marketing. Patterned after the method of the Harvard Business School, this case-oriented course draws on readings, group analysis, written reports, panel discussions, and oral presentations.
MBA Prerequisites: all first-level core and support courses; all second-level core courses.

Academic Standards

Grades

- MBA courses are graded A, B, C and F.
- Students must repeat a course in which they receive an F.
- Students who earn two Fs will be expelled from the program.

Any student receiving a C or F in a course may, at the student's discretion, repeat that course. While the original C or F will remain on the transcript, when the course is repeated satisfactorily, the C or F shall not be counted further in calculating the GPA.

If a student making a passing grade cannot complete work in a course because of illness or other emergency, an I (Incomplete) shall be entered temporarily on the record. A course recorded as incomplete must be completed within the next ensuing semester except when an extension of time is granted by the instructor and Program Director. Otherwise, the I shall automatically convert to an F, or such other grade as the instructor assigns based on work actually completed.

The above academic standards will guide all policy decisions; however, special circumstances may be petitioned to the MBA Academic Standing Committee.

"Wesleyan's MBA Program has afforded me the opportunity to broaden my mind and my potential. The broad-based curriculum expands one's knowledge in the financial and marketing worlds, while instilling the people skills so essential to succeeding in today's competitive business environment."

Penny L. Morgan
Business Operations Manager
ManTech Advanced
System Int., Inc.

ACADEMIC STATUS

To graduate, students must attain a grade point average (GPA) of 3.0 in all courses applicable toward the MBA degree and on all MBA courses completed at Wesleyan. Also, students are expected to do superior work, and hence must maintain a 3.0 (B) grade point average (GPA) to remain in good standing. Any student whose GPA falls below 2.75 after attempting twelve or more semester hours of course work will not be in good standing and will be on academic probation. A student will be given an additional nine hours in which to raise his or her GPA to 3.0.

The student who fails to attain the 3.0 GPA during this probationary period is subject to dismissal from the Program. Dismissal may be appealed to the Dean of the College. West Virginia Wesleyan College reserves the right to require students to withdraw if their academic work proves unsatisfactory (i.e., below 3.0 average) or if their presence is determined by the College's administration to jeopardize in any way the ideals and standards of the College.

REQUIREMENTS FOR GRADUATION

In order to qualify for the Master of Business Administration degree, each student must

(1) Complete 42 semester hours, including BUS 510, 520, 530, 540, 550, 560, 570, 610, 620, 630, 640, 700; plus 6 hours selected from other graduate business courses or courses approved for transfer from other institutions;

(2) Earn at least 30 hours in residence;

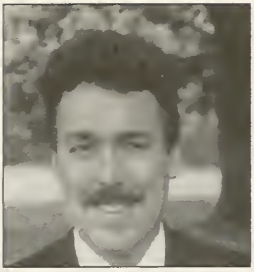
(3) Achieve a cumulative B average (3.0 grade point average) in all courses applicable toward the MBA degree and in all MBA work completed at Wesleyan.

"Wesleyan's MBA Program is an excellent continuing education degree, even for those not currently in business. Its emphasis on practical, multidisciplinary solutions to real world problems provides a challenging opportunity to improve one's analytical and decision-making abilities under the guidance of intellectually rigorous, widely experienced teachers.

Bernard F. Keating, Ph.D.
Professor of Philosophy
West Virginia
Wesleyan College

D. Scott Bellamy

Dr. Bellamy received a Ph.D. in economics from the university of Kentucky, an M.B.A. from East Tennessee State University, and a B.S. from the University of Tennessee. Bellamy has more than eight years of teaching experience in business and economics, along with work experience in management. He teaches economics and other support courses in Wesleyan's MBA Program.



Thomas W. Cline

Dr. Cline received a Ph.D. in Marketing from the University of Cincinnati, an M.B.A. from the Darden School (UVA) and a B.S. from the University of Virginia. Cline has almost a decade of full-time industry experience in marketing and project management. He teaches marketing, statistical methods and business policy in Wesleyan's MBA Program.

Michael B. Ervin

Mr. Ervin received a Master of Accounting from the University of Denver, a Master of Taxation from the University of Hartford, and a B.S. from West Virginia University. Ervin has more than a decade of experience in both private and public accounting; he is a C.P.A., C.F.P., and C.P.Tx. Ervin teaches accounting, finance, and taxation courses in Wesleyan's MBA Program.

Jeffrey L. Godwin

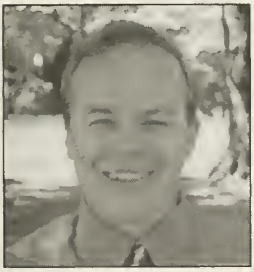
Dr. Godwin received a Ph.D. in Business Management from Virginia Tech, an M.B.A. from West Virginia University, a M.Div. from Wesley Theological Seminary, and a B.B.A. from The College of William and Mary. Godwin has over twelve years of experience in both corporate and church-related organizations. He teaches management and business policy in Wesleyan's MBA Program.

Anthony A. Gum

Mr. Gum received an M.A. from Marshall University and a B.A. degree from Glenville State College. He served as mayor of Buckhannon for ten years and was West Virginia's Mayor of the Year in 1994. Gum teaches management courses in Wesleyan's MBA Program.

Bernard F. Keating

Dr. Keating received a Ph.D. and M.A. in philosophy from the University of Virginia and a B.A. from The College of William and Mary. Keating has more than twenty years of teaching experience, and he is working on his M.B.A. degree. He teaches ethics courses in Wesleyan's MBA Program.



David W. McCauley

Mr. McCauley received J.D. and B.A. degrees from West Virginia University. He began his law practice and his tenure as Buckhannon's City Attorney in 1983. McCauley serves as a general legal counsel for West Virginia Wesleyan College and teaches business law and business communication courses in Wesleyan's MBA Program.

Hamid Shaafi

Dr. Shaafi received a Ph.D. from Syracuse University and an M.P.A. from the University of Tehran. He completed post-doctoral work at the University of South Florida. Shaafi is a C.M.A. and a C.F.M.; he is also a member of the Financial Association International and a member of the Institute of Management Accountants. Shaafi teaches finance and accounting courses in Wesleyan's MBA Program.

Profile of the College

Location

The 100-acre campus is centrally located in the city of Buckhannon, WV. Buckhannon is a 30-minute drive from airline and bus services available in Clarksburg, WV.

History

Founded by the Methodist Church in 1890.

Degrees and Majors

35 majors, Bachelor of Arts, Bachelor of Music Education, Bachelor of Science, Bachelor of Science in Nursing, Master of Business Administration.

Enrollment

The undergraduate enrollment exceeds 1500 students. In 1999, the graduate student population exceeded 100.

Wesley Chapel

A.M. PFEIFFER LIBRARY

Library

The A.M. Pfeiffer Library maintains a collection of over 120,000 volumes and subscribes to over 700 current periodicals and newspapers with an additional 2,500 journals available electronically. Its web-based catalog available through any internet connection allows access far beyond the Wesleyan campus. A number of databases are available through library web pages. There are public PCs including laptop computers and a wireless connection throughout the library.

Computer Technology

The College's computing center uses DEC Alpha Server 1000 to support instructional, administrative and library uses.

Housing

Wesleyan residence hall and dining facilities can accommodate more than 1,300 students. There are seven residence halls and a complex of apartments and suites that house approximately 90 percent of the student body. Full-time graduate students may reside on campus if space is available.

Tuition and Fees

All tuition, fees and other charges are established by the College and are subject to change without prior notice. The schedule of tuition and fees for the 1999-2000 academic year is as follows:

Tuition *(per semester credit hour)*	$300.00
Audit Fee *(per semester credit hour)*	$150.00
Application Fee	$25.00
Graduation Fee	$50.00

Financial Aid

Various financial aid opportunities are available including interest-free loan deferrals, Federal Student Loan Programs and other loan opportunities. Additionally, many employers provide full or partial tuition reimbursement to their employees who participate in the Program. For financial aid purposes, students may be considered full-time when taking 6 or more graduate credit hours per session. For further information contact the Wesleyan Financial Aid Office at (304) 473-8080.

Withdrawal from Courses

A student will be permitted to withdraw from a course only during the period designated in the Academic Calendar. The student should verify this period each semester with the Registrar of the College or the Director of the Program. In order to withdraw from a course, a student must submit a written request to the Registrar prior to the end of the above mentioned period.

If the student is granted permission to withdraw, a W shall be entered on the permanent record. If a student discontinues a course after the specified date for withdrawal and/or without permission of the Dean of the College, FW (Failure, Irregular withdrawal) shall be entered on the record.

Refunds After Withdrawal

Funds in excess of institutional costs are refunded to the student after the schedule change period and must be requested in writing.

Before 3rd Class Session	80%
Before 5th Class Session	60%
Before 7th Class Session	40%
After 7th Class Session	No Refund

Career Placement

The College maintains an Advising and Career Center which is available to MBA students. Assistance is provided by trained professionals who assess strengths and weaknesses and offer advice in resume preparation. In addition, career exploration and professional advancement are prevailing themes in many MBA courses.

Alumni Network Group

Formed in 1995, the MBA Alumni Network Group serves to link the Program's current students with graduates. The "Group" recognizes the need for professionals to be kept apprised of the most current trends and developments in the business world. The benefits of participation in the Wesleyan MBA Program do not end with graduation, and the nexus with MBA alumni provides yet another valuable educational resource for all current students in the Program.

Accreditation

The entire academic program of the College, including the MBA Program, is accredited by the Commission on Institutes of Higher Education of the North Central Association of Colleges and Schools, 30 North LaSalle Street, Suite 2400, Chicago, Illinois 60602, phone # (800) 621-7440.

Memberships

The Wesleyan MBA Program maintains membership in the Association of Collegiate Business Schools and Programs (ACBSP).

Visitors Information

Visitors to the College are welcome at all times. The administrative offices are open Monday through Friday from 8 a.m. - 12 p.m. and 1 p.m. - 4 p.m. Members of the Program's admissions staff and faculty are available at other times by appointment.

"Corhart considers the Wesleyan MBA Program to be a valuable resource for developing our current and future leaders. In the Wesleyan MBA, students are trained to become more adept decision-makers, which invariably improves the effectiveness of the organization as a whole."

Andrew C. Duncan
Engineering Manager
Corhart Refractories

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MBA Program Director
West Virginia Wesleyan College
Buckhannon, WV 26201
Phone: 304-473-8MBA
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